Before the Federal Communications Commission

Washington, DC 20554

Accepted / Filed

MAR 22 2017

In the Matter of)) MB	Federal Communications Commission Docket No. 14 124 21 the Secretary
Amendment of Section 73.202(b) FM Table of Allocations)) RM	-11783
FM Broadcast Stations (Fort Walton Beach, Florida)))DOCKET FI	LE COPY ORIGINAL

COMMENTS OF NORTHWEST FLORIDA MEDIA, LLC

Northwest Florida Media, LLC ("NFM"), by its undersigned attorney, hereby submits its comments in response to the Notice of Proposed Rulemaking, DA 17-125, released by the Commission on February 3, 2017 (the "NPRM") in the above-captioned proceeding.

NFM filed a petition for rulemaking requesting that the Commission amend Section 73.202(b) of the its Rules, the FM Table of Allocations, to allot channel 295A at Fort Walton Beach, Florida. NFM also filed an application on FCC Form 301 for a construction permit for that proposed allotment (File No. BNPH-20161122ABD).

In its petition for rulemaking, NFM demonstrated that the proposed allotment could be made in full compliance with the Commission's technical requirements for new FM allocations. NFM also set forth in the petition that the proposed allotment would serve the public interest by providing a fourth local FM service, and a sixth local aural service, to Fort Walton Beach, Florida, while also bringing a new aural service to 170,196 persons.

NFM continues to maintain its interest in pursuing the proposed allotment at Fort Walton Beach, Florida. As noted above, NFM has filed with the Commission an application for a construction permit for the channel 295A allotment at Fort Walton Beach, which application is currently pending. If this allotment is made, NFM intends to prosecute such application and to

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participate in any auction of the allotment. If NFM is ultimately granted a construction permit for the allotment, NFM intends to construct a station promptly.

For the foregoing reasons, NFM respectfully requests that the Commission adopt the proposed allotment, Channel 295A at Ft. Walton Beach, Florida.

Respectfully submitted,

NORTHWEST FLORIDA MEDIA, LLC

By:

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Its Counsel in this matter

Dated: March 22, 2017

CERTIFICATE OF SERVICE

I, Sylvia Davis, a secretary in the law firm of Pillsbury Winthrop Shaw Pittman LLP, hereby certify that on this 22nd day of March, 2017, a copy of the foregoing "Comments of Northwest Florida Media, LLC" was delivered via hand delivery to the following:

Nazifa Sawez, Assistant Division Chief Audio Division, Media Bureau Federal Communications Commission 445 12th Street, S.W. Washington, DC 20554

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Sylvia Davis